



## Design Discovery Programme

### Introduction

Design shapes the future so gaining industry skills is the obvious choice no matter how creative you think you are. While you can't wait to learn the fancy fun stuff you're also curious to discover what makes a brand powerful, how to keep your audience tuned into your website and master all that it takes to shape the future with design.

In this immersive learning experience you'll start off with building solid design foundations then execute your vision by applying your new found skills using industry tools Adobe Photoshop, Illustrator and InDesign. Next you'll nurture your design skills to craft a UI/UX and develop into a functional website using core web technologies. Digital marketing is what will help you push boundaries - you'll learn the industry techniques to attract the attention of a carefully selected audience and experience the thrill of launching your very own epic brand.



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# Design Discovery Programme



## Course Content

### Design Foundation

Colour & Type  
Design Psychology  
Design Principles & Elements  
Layouts & Grids  
Understanding Typography  
Design Influencers  
Showcase Platforms  
Image File Formats

### Adobe Photoshop

Layers & Masks  
Blending Modes & Options  
Selections  
Raw photos  
White Balance  
ISO, Exposure & Aperture  
Shadows & Highlights  
Lighting, Levels & Curves  
Adjustment Layers  
Histogram  
Crop, Straighten & Sharpen

### Adobe Illustrator

Creating & Manipulating Vectors  
Shapes  
Colour & Swatches  
Pathfinder vs ShapeBuilder  
Image Tracing  
Shape Blend & Gradients  
Clipping Masks  
Compound Paths

### Adobe InDesign

Master Pages  
Pages & Spreads  
Character vs Paragraph Styles  
Placing Images & Text  
Text Frames vs Image Frames  
Tables  
Exporting Files

### Website Design

UI/UX Principles  
Prototypes & Wireframes  
Design Styles  
Responsive Design  
Craft the web UI/UX  
Prototype using InVision  
Build website structure using HTML & HTML5  
Style the website using CSS & CSS3  
Publish the site

### Digital Marketing

Attract website visitors through content marketing, social media marketing, SEO & paid advertising.  
Convert website visitors through website optimization, landing page creation and lead nurturing.  
Measure marketing and use analytics to improve.

## Course Details

### Study Mode

DAYTIME  
Frequency: Twice Weekly

### Duration

33 Hours (11 Lessons of 3 Hours)

### Delivery Method

Lectures & Hands-on Practice

### Entry Requirements

Ages 13-17  
Good knowledge of English  
General IT knowledge

### The Good Stuff

Back-stage visit to top brands.  
Practical project-based learning.  
Individual attention.  
Invite to attend alumni talks.  
Design personalised career plan.  
Start building a portfolio.  
Project mentorship.  
Personalised progress report.

### Partner



€ 695

### Study Experience Includes:

Training by Industry Professionals & Certified Educators, Study Experience designed for Teens, Detailed Educator Courseware.

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